University Archives

Volume 13 Issue 21
Tues. March 24, 1987

medium II

photo credit: Jimmy Poon

medium II Perspective

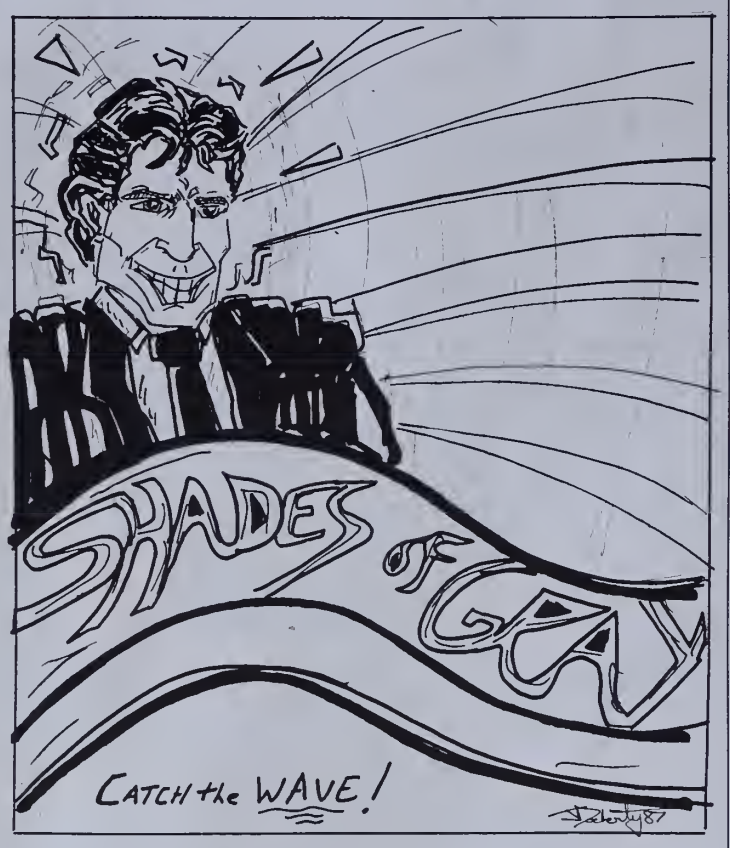
The ECSU Pie- get your slice now.

It looks like ECSU Council is going to have to operate on a "shoe-string" budget next year. The proposed increase in incidental fees was turned down by the students of Erindale. The referendum was opposed by 543 with 467 agreeing and 27 spoilt ballots.

The reason the referendum did not pass would seem to be fairly simple. The referendum lost because the people who supported the increase were all busy running election campigns. You can not have your cake and eat it too. These days students do not blindly support each and every increase. They need to be more informed.

When the President, V.P. Administration, Social Director, Communications and Employment Director and Media Director are all running for election how can they possibly run an information campaign for a referendum? There are not enough hours in the day.

This makes ECSU priorities look a little backwards. It seems as if the attitude is "I'll get elected and then worry about the money". This is not healthy. It reflects a selfishness on the part of ECSU Directors who are supposed to have our best interests in mind.



New Prez says thanks

To the students of Erindale College,

I would like to extend my thanks on behalf of the members of 'Shades of Gray' to each of you who turned out to vote and elect us ECSU council 1987-88. I would also like to thank all of those who spent many hours around our booths, assisting us in residence, and generally aiding our campaign effort. Space prevents me from listing each of your names, however, you were what made us a success and your help was greatly appreciated not only by myself, but also by every member of the team.

A special thank you I would also extend would be to each of the fourteen who were not fortunate enough to get elected to ECSU. You all devoted an incredible amount of time, effort, and money to something that provided so few personal rewards, Rob Dunford especially. Thank you very much Rob for providing us at Erindale College with two years of long hours and hard work. I know I greatly benefitted from your help when I first took office last May. Best of luck to each of you and I truly hope that you will all remain an integral part of the College and remain actively involved in ECSU. We can use all the help you wish to give.

Perhaps many of you now hold reservations about having all of 'Shades of Gray' as your 1987-88 ECSU Council. Be assured that this group is not a clique nor will it ever become one. When we take office on May 15 we will provide the leadership, commitment and dedication that is expected of us. We will always be open to discuss new ideas or old concerns with each of you. Please feel that you can stop at ECSU anytime or that you can approach any of us in the pub, the Tuck Shop, or anywhere on campus. We are your ECSU Council and we are going to work hard to ensure that each of you gets what you deserve, that being quality. We want each of you to take pride in the fact that you attend the largest, most spirited and best College at the University of Toronto. Please come and talk to us.

Once again my many thanks. I hope that you are looking as forward to next year as I am.

Richard Gray
President-Elect
Vice-President
Administration

Pub Vandalism: not a solution

To the Editor
Re: Vandalism at the Blind Duck Pub

As staff members at the Blind Duck Pub, we feel compelled to write this letter concerning an incident of vandalism which occurred on the evening of Friday, Feb. 27.

Graffiti not only looks bad on the pub walls but discredits the students at Erindale College.

The pub is here to benefit all U of T students and their guests. In order to function, the pub must adhere to the rules set out by the U of T administration. Uwe, Tom and the staff are here to ensure these rules are followed.

Our pub is a service which most students at Erindale seem to enjoy and feel a part of. As members of the pub staff and the students'body we take this action as a personal and institutional insult.

Vandalism has never been a solution to anything. In the future we would like to see any legitimate complaints expressed in a mature and proper manner.

DONNA MARTIN
BRIAN COAD
JENNIFIFER SHIELDS
JENNA DUNLOP
ANGELO BENAK
LISA GOODFELLOW
RICHARD BRISTON
LORRAINE McKOLSKEY
PAUL ALPAJARO
BILL STAYNA
JOHN BAJUR
DAVE DINDAYAL
TEENA BOGNER
RICHARD CLEMENTS
MAUREEN GOLDEN
GISELE PREDDIE
LONNI HERRON
DAWN DEVINE
BETH CHUDOBA
KATHY STRICKLAND
ANGELA KIM
MIKE BOIVERT
LENE SOUNDERGAARD
CATHY BAXTER
NADEEN SULLIVAN

MEDIUM II LETTERS POLICY

medium II is an open forum for the Erindale College community. Letters should be addressed to Editor, medium II, 3359 Mississauga Rd, Mississauga, Ontario, L5L 1C6.

Letters must be legible and signed with a phone number for author verification purposes. Anonymous letters will no longer be published, but names may be witheld on request.

ESA: anti-anti calendar

Letter to the Editor:

In response to the article about the proposed anti-calendar (Mar. 10, 1987), I would like to reaffirm my objection to this proposal because I see it as unnecessary and too costly. This reason is secondary to the apparent fact that ECSU's financial support of the English Students' Association this year has been severely poor. I understand the reasons behind ECSU's lack of finances, but mismanagement of funds does not alleviate restrictions about how many events our club can offer students. Nor does this reasoning enhance my confidence in future ECSU management practices. I fail to see the logic behind spending $3,000-5,000 on a publication, after I have been told that ECSU has no money. The solution to not having finances to support club activities must be more reasonable than spending more money.

What bothers me the most is that ECSU has such a light control over clubs' budgets and when we need money that we cannot raise ourselves, we are required out of necessity to turn to ECSU. This system is satisfactory as long as it works, until the moment ECSU is approached for financial support, and they cannot come through. On top of this, they propose spending more money. What about some kind of emergency or security fund, where $1,000 or so is invested, allowed to collect interest so that in the event ECSU's financial burdens recur, there would be money to help fund club activities. I don't presume to instruct ECSU on how to run its organization, but when their practices infringe on club activities, I do not hesitate to object. My only hope is that ECSU has learned a lesson about financial responsibility and will not allow this infringement on clubs to happen again.

Ann McEachern
President - English
Students' Association

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NEWS

"I'm proud to say that the Gray ticket won every position."

SHADES OF GRAY CLEANS UP IN ECSU ELECTIONS

by John McMurray

"Richard Gray is the next ECSU President", ECSU election Chief Returning Officer (CRO) John David proclaimed last Wednesday night at the Blind Duck.

But the good news for Mr. Gray did not stop at his election victory. The 1987-88 President-elect will be followed into office by all ten of his running mates on Shades of Gray.

A clean sweep of all eleven positions at ECSU by one ticket had previously never been accomplished, but Mr. Gray's ticket managed to break with tradition.

Although a number of Rob Dunford's bunch made a strong showing at the polls, Mr. Gray's sweep was in serious jeopardy only once when candidates for Assistant Finance Director Andrew Flett lost his election bid to Shades of Gray candidate Suzanne Gill by a vote of 462:464.

The Assistant Finance election was so close that it required three counts altogether to determine the winner; the original count and two re-counts. These re-counts kept the candidates in suspense until close to midnight.

"I'd like you to join me in a round of applause to the fourteen candidates who didn't win", an obviously pleased Richard Gray said. "They put in a great deal of time for you [the students]".

In his acceptance speech, Mr. Gray wanted to thank everyone that had voted for himself and the rest of the Shades of Gray team. "I'm proud to say that the Gray ticket won every position", Mr. Gray said.

"We'll represent your best interests, and we are committed to you", Mr. Gray concluded.

"I thought it [the presidential race] was going to be a lot closer", Mr. Gray remarked in an interview after his speech. "I'm really proud of this group of people; they really worked hard."

When asked if he felt that Erindale students voted for him over Mr. Dunford as a result of an evident movement towards a more serious rather than a more fun-oriented president, Mr. Gray said that "it seemed that everybody wanted to see a balance this year."

Mr. Gray said that he was "incredibly pleased" with the election results. "Nobody voted for a full ticket, it just worked out in the end."

"I try to stay open. I'll give anybody as much time as they want", Mr. Gray said.

"To say the least, a bit of a surprise", Rob Dunford stated to a question regarding the large gap between himself and the President-elect. "I thought that it could go a complete sweep though", he said.

"They obviously ran a better campaign", said Mr. Dunford.

Mr. Dunford responded "yes" to the question that his chances of victory were hampered by his association with Al Smith and a more fun approach to student politics.

"I'll stay involved. I'm not going to fade away", said Mr. Dunford. "I plan to graduate; focus on school", he said. "I've got to pursue my own interests know."

"Richard's going to make a

see GRAY page 4

photo credit: Amy Bryan

Richard Gray, and the entire Shades of Gray ticket, was swept into office in the ECSU elections last Wednesday at the Blind Duck. The euphoria of the election sweep was more than evident.

FEW RESPOND TO QUESTIONNAIRE

by Lystra Singh

The results from the Student Services Satisfaction Questionnaire conducted last month are in.

Two hundred and sixty individuals took the time to fill out the questionnaire that was distributed as an insert in ***medium II.***

Ninety-nine of the respondents were students while the remaining one hundred and sixty-one were composed of faculty and staff members.

Services were evaluated from a scale ranging from extremely satisfied to extremely dissatisfied. A numerical value from 1 to 5 was used in the results. 1 assigned as extremely dissatisfied, 5 for extremely satisfied.

Generally, the students gave a higher overall rating on the services than the faculty or staff members.

Students felt that parking arrangements were excellent on campus and gave it an overall rating of 4.07.

Photocopy services were also rated favorably and received an overall rating of 3.81.

Registrarial services were rated 2.78, while the Library received a slightly higher 2.84.

The Mainframe Computer services were rated highly at 3.40.

Students felt that the services at the Bookstore were good and gave it a rating of 3.32.

The Teaching Learning Centre, Career Centre, Student Union, and Health and Athletic services all received scores ranging from 2.10 to 3.00.

Food services were rated relatively high at 3.31. Students, however, made comments regarding the high prices and poor quality of the foods served, and went on to add that the monopoly held by Beaver Foods was unfair.

VP Administration [illegible] Brooks, who conducted the study, stated that the written comments will be taken into consideration.

"We'll be thanking those services that received positive results, and encouraging others to make changes," Dean Brooks said.

He went on to say that although the mainframe computer service received favorable results, positive adjustments would be made.

Richard Gray, ECSU VP

see SURVEYS, page 5

A FRIENDLY WARNING TO RICHARD AND SHADES OF GRAY

It's a "Gray" day for Erindale, in more ways than one. More like eleven!

In case you have been in a coma the past few days (or busy writing essays), the venerable Richard Gray was catapulted into the position of ECSU President for 1987/88.

Although most of us, including Mr. Gray himself, expected the race for the president to be considerably closer, perhaps the biggest surprise of last Wednesday evening was the Shades of Gray sweep at the polls.

Most of the races were not even close, but the ones that were the Gray team was able to achieve victories.

Richard's victory must be tough on Rob Dunford, an ECSU veteran of two years; his first year as External Director, and last year taking the Social portfolio, from a strong candidate in Mike Long, by an overwhelming margin.

Rob's experience, enthusiasm, and dedication, as well as his great knowledge of ECSU, is going to be sorely missed in the Crossroads Building next year. But, Mr. Dunford's loss at the polls was a little easier to predict than the landslide Shades of Gray victory.

As far as I can remember, there has always been at least one "spoiler" for any ticket aspirations of complete dominance in ECSU elections.

Heck, even the incomparable Frank MacGrath (last year's powerhouse President) failed to achieve a complete sweep, as Danielle Hurst managed to purloin the Cultural portfolio from Mr. MacGrath's candidate, Glen Smith.

This year's Council was comprised of two independents, five members of the Mark Deacon ticket, and four members from the Danielle Hurst ticket.

NEWS NOTES

This year's unprecedented result, apparently reached in spite of voters consciously voting for individuals rather than tickets, does raise the question of close-knittedness at ECSU.

No matter how objective one may try to be while dealing with ECSU business, the fact that all of next year's Council ran as candidates on the same ticket results in relationships and limited points of view that can only hurt the operation of ECSU.

It is much more difficult to question/criticize a friend's policy or program than it is an acquaintance. Remember, tickets help each other to get elected, and a great amount of reliance is placed on each other. One then obviously feels indebted to the rest of the members on the team, and must therefore obviously feel a sense of loyalty to each individual on the team.

This is NOT a healthy business/political situation, although it is, to some extent, reality.

The role of devil's advocate is important to any Council, board, or committee if it wishes to have any kind of objectivity. The role of devil's advocate is also important in order for everyone to realize the advantages and disadvantages to any policy.

In the absence of directors who tend to question any and every policy, the chances of all options being considered (or coming up with a new option) are drastically reduced. One needs healthy and constructive debate to make a rational decision on any policy, including debate opposing the policy.

I hope Mr. Gray has someone (or more than one) of this type within his group, or Wednesday March 18 will be remembered as a "Gray" day at Erindale.

It is up to Mr. Gray to prove to next year's students that ticket victories do not necessarily create a clique and "group think" at ECSU.

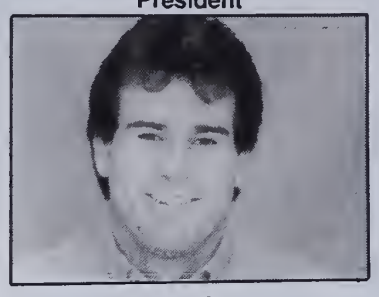
I am confident that Richard can, and will, prove that his Council is not a puppet government, and sunny days at Erindale will eliminate any chances of that "Gray" day.

NEWS

ERINDALE COLLEGE STUDENT UNION ELECTION RESULTS

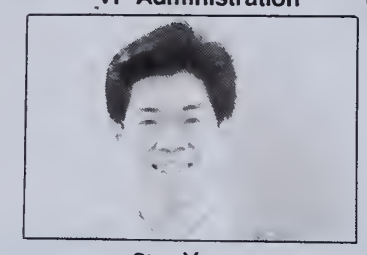
PRESENTING NEXT YEAR'S ECSU COUNCIL

President



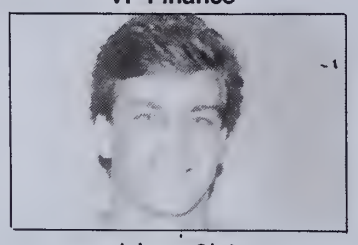
Richard Gray

VP Administration



Stan Yep

VP Finance



Johnny Ciufo

Social Director

Stacey Kemp

Media Director

Kristin Honey

External Director

Shelley Arnott

Assistant Finance

Suzanne Gill

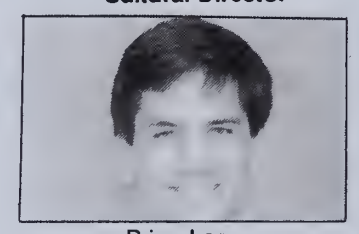
Community Relations

Perry Meeker

Communications

Meredith Strong

Cultural Director



Brian Lacy

Academic Director

Jill Watson

GRAY SWEEPS ALL 11 POSITIONS

continued from page 3

good President. I just hope that he keeps the Council informed of everything that he is doing", Mr. Dunford stated.

Mr. Dunford was philosophical in defeat. "Someone's gotta lose", he said. "That's life."

Here are some of the other election comments/reactions made by campus personalities present at the Pub.

"You can lead a horse to water, but you can't make him drink, except sometimes", current ECSU President Al Smith said. Mr. Smith was completely surprised by the results.

"It's disgusting; the whole ticket won", Uve Hodgins stated.

"I'm pleasantly surprised, but not completely", said Mark Deacon, a Presidential candidate last year and the man who helped Mr. Gray get elected to the VP Administration post.

Mr. Deacon said that this year's election results will ensure that some of his ideas from last year will finally come to fruition.

"Oh well, these things happen", said independent VP Administration candidate Greg Nisbet.

"Not good", said last year's VP Administration Stu Taube.

ECSU's fee increase was handed a defeat in a close vote. The proposed fee increase lost with 54% of the voters against, and 46% for, the fee referendum.

"It hurts me to see it fail", said John David, current VP Finance at ECSU. "$5 is two beers at the Pub."

Mr. David said that next year's Council are going to have a rough time as a result of not getting the extra money. "I'm going to recommend that they [new Council] hold another fee referendum in September", Mr. David stated.

"It's strange that it didn't pass since there was no NO campaign", Mr. Smith said. "I'm really disappointed considering what ECSU brought you [the students] this year."

The ratification of Medium II Publications' bylaws (that had already been approved by the Erindale College Council (ECC) earlier this year) was overwhelmingly passed by Erindale voters.

Of 972 votes cast in the bylaw referendum, 839 voted yes and 133 voted no. That translates into an 86.3% reception rate, and a 13.7% rejection rate.

Here are the results of the Erindale College Student Union (ECSU) elections:

POSITION	TOTAL NO. OF VOTES	PERCENTAGE OF VOTES
President		
Richard Gray	769	76.1
Rob Dunford	242	23.9
No votes	31	-
VP Finance		
Johnny Ciufo	502	55.1
Hugh Owen	409	44.9
No votes	131	-
VP Administration		
Stan Yep	606	60.4
Greg Nisbet	260	25.9
Niall Brown	137	13.7
No votes	39	-
Media Director		
Kristin Honey	445	47.2
Glenn Moore	320	33.9
Birgitta Pavic	178	18.9
No votes	99	-
External Director		
Shelley Arnott	745	77.4
Simon Gilmartin	217	22.6
No Votes	80	-
Social Director		
Stacey Kemp	647	67.9
Trent Bemis	306	32.1
No votes	89	-
Cultural Director		
Brian Lacy	690	71.9
Sasha Krcmar	269	28.1
No Votes	83	-
Community Relations		
Perry Meeker	396	44.1
Jim Cleave	331	36.9
Dave Hurme	170	19.0
No Votes	145	-
Assistant Finance		
Suzanne Gill	464	50.1
Andrew Flett	462	49.9
No Votes	116	-
Communications and Employment		
Meredith Strong	676	73.4
Janet Matias	245	26.6
No votes	121	-
ECSU Fee Referendum		
Yes	469	46.3
No	543	53.7
No Votes	27	-
***Medium II* Bylaws**		
Yes	839	86.3
No	133	13.7
No Votes	66	-

1042 votes were cast.

Congratulations to all candidates, win or lose.

SAC WINNERS

Congratulations to the Erindale-SAC victors. These 7 people are the Erindale representatives for next year's SAC Board of Directors.

For information about SAC next year, you should see: Shelley Arnott, Al "Spiderman" Smith, John Erickson, Charles Massey, Khris Cavanagh, Angela Kim, or Jim Cleave.

Look for increased communication between SAC and Erindale from these people next year!

RAHA WINS AWARD

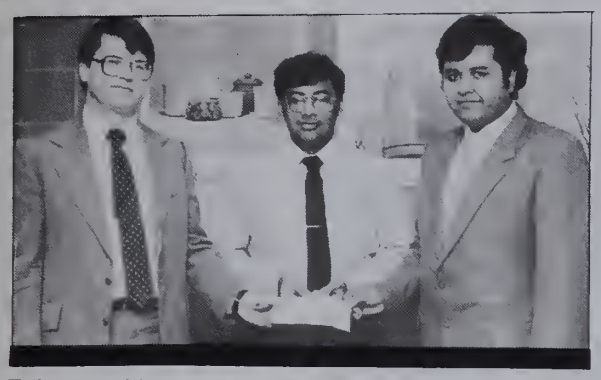


photo credit: Steve Jaunzems

Raha gets his cheque: Paul Horgen and Abe Guha present the graduate student with the $1,000 prize.

Mr. Sandeep Raha, of Mississauga, a graduate student in biochemistry, is the first recipient of the Guha Memorial Graduate Scholarship.

This scholarship is awarded to the outstanding beginning graduate student in the area of cellular biology, molecular biology, microbiology or biochemistry who carries out his/her graduate research here at Erindale.

The scholarship was established in 1985 in memory of Dr. Arabinda Guha, who was Professor of Zoology and Microbiology from 1969 to 1985 at the College.

Dr. Guha's area of research was molecular biology and he was one of the first researchers at the University of Toronto to develop and use recombinant DNA technology, one of the key areas of modern biotechnology. Dr. Guha was internationally known for his research on the genetic regulation of the vitamin, biotin.

Mr. Raha, one of over one hundred graduate students doing their research on the Erindale Campus, is a M.Sc. student working with Dr. Juta Reed, Associate Professor of Chemistry (Biochemistry). He received his B.Sc in Chemistry-Biochemistry, from the University of Toronto in 1986.

see SCHOLAR, back page

SURVEYS

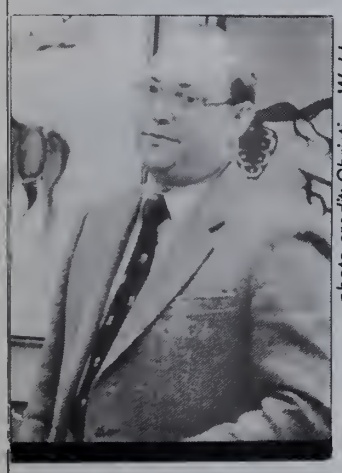


photo credit: Christine Weldon

V.P. Administration L.J. Brooks

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Administration, felt that having the survey was a good idea but went on to say that major improvements could not be made without major consultations (with the students, faculty and staff members).

"It was very beneficial to do it. You can pretty well get a feel for what the students are talking about," Mr. Gray said.

"The responses were representative of those individuals who answered the survey," Dean Brooks stated. "A systematic method of random sampling will be used next time where the questionnaires will be given to a pre-selected number of individuals, and the opinions of the student body will be inferred from this."

Mr. Gray said that there was a problem with the method used and stated that, "with voluntary responses, you get the extreme where either those who are extremely satisfied or those who are strongly dissatisfied respond."

Mr. Gray suggested having the students questioned in the Meeting Place.

ONE MONSTROUS BUILDING?

by John McMurray

The Erindale College Faculty of Arts and Sciences will be completely located within an enlarged South Building, if the Space Planning Committee's recommendations are adopted by this campus.

The Space Planning Committee, consisting of ECSU VP Administration Richard Gray, Marilyn Hanna from the Registrar's Office, Chemistry Professor E.A. Robinson, Fine Art Professor Bogomila Welsh, and Chairman Thomas McIlwraith (Professor of Geography), filed a report to the Principal's Office last February 27.

The report, a 50 page document entitled "Space and Place: Planning the Built Form of the Erindale Campus", is the culmination of almost a year's work by the committee, gathering information and opinions from the Erindale populace and records.

Other recommendations of the report included making space planning a high priority for the campus, ensuring none of Erindale's land was sold, building an additional 4000 NASM (Net Available Square Meters) on campus before 1991, creating an advisory group that would be responsible for raising funds for the construction, and establishing a permanent Space Planning Committee to continually monitor space needs at the College.

Specific space demands include 857 NASM for new classrooms, 380 NASM for offices, 555 NASM for new labs, 845 NASM for a new theatre, and 850 NASM for the Library. These specific demands are urgently needed by the College.

Acquiring a total of 4000 NASM (2750 from urgently needed space and 1250 to replace the Crossroads Building) is a high priority for the campus, according to the report.

"Space and Place" also states that an additional 7,700 NASM has been requested, bringing the total area sought to 11,7000 NASM.

The Library needs an additional 3,241 NASM to solve

see SPACE, back page

photo credit: Rudi Christl

Space Planning Report full of recommendations: Professor McIlwrath'scommittee findings have been handed over to Principal Morton. Next step: cash, and lots of it.

U OF T GRADS

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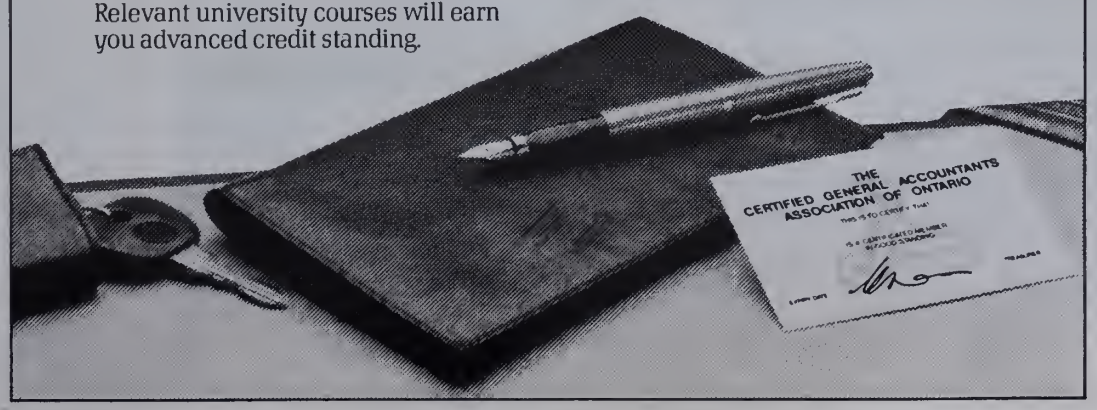
Certified General Accountants
CGA Association of Ontario



ENTERTAINMENT

STUDENT EXHIBIT AT ERINDALE'S GALLERY

by Amy Bryan

Every year, the students of the Art and Art History program show themselves and their art. These students tend to be scarcer than other Erindale students because half of their time is spent in studio work at Sheridan College.

Betty Spackman was one of five winners of the Swatch Showcase of Canadian Independent Short Films - presented by the Canadian Academy of Film and Television, March 16th. She received a $3,000 honorarium, a 35 mm print of her film and the opportunity for distribution in Canadian Theatres. Warner Brothers has picked up her film and she has also sold it to "Home Box Office" in New York.

Howard Simpkin, painting instructor, with Betty Spackman and her "Chairs".

So come out to the Erindale Gallery, in the South Building, to see "Spring Forward" - the undergraduate show. It lasts until April 6th.

The gallery hours are Monday to Friday, 11:00 a.m. to 4 p.m. and Saturday and Sunday, noon to 5:00 p.m.

photo credit: Amy Bryan

NO CAT-NAPS AT BURGLAR

by Gioria Marinescu

Burglar is the movie to see if you want to laugh hysterically, sometimes incessantly. If you want to sit on the edge of your seat, there is a cop-chase-convict scene, but with a twist. If you're in a deeper, more philosophical mood, you may even catch a glimpse of humanity amidst the seemingly jaded background of life on the streets.

Whoopi Goldberg portrays Bernie, an ex-convicted cat burglar, now working in a rare bookstore. Leading the straight and narrow is made impossible by Ray (G.W. Bailey), the officer in charge of her case (now closed) and presently her blackmailer. He wants a mink coat and $20,000 -- Bernie can get them for him, or he gets her back in the slammer.

Enters Lesley Ann Warren (recognized queen of dippiness) this time portraying a jilted dentist whose husband ran off with her jewels. Whoopi is to steal them back, and under pressure from Ray, she begrudgingly agrees.

Inside the apartment she is imprisoned in a closet and hears the wayward husband initially dying of ecstasy and then just dying; he's been murdered and by a dental tool at that. Bernie is blamed.

Hysteria unfolds as she and long-time chum and poodle beautician, Carl Heffler (Bob Goldthwait), trace clues incognito as to the murderers' identity. Frankie the hooker, Grayowl the artist, Carson the lawyer and two fumbling detectives all play an intricate part in this hilarious "who-done-it".

Amidst the treachery, the deceit, the profanity and promiscuity, there is an underlying theme of friendship and a quirky sense of loyalty. Depending on your mood you will laugh and may even shed a tear but you will leave the theatre satisfied.

Bernie (Whoopi Goldberg) and Carl (Bob Goldthwait) devise a plan of attack.

The National Bank of Canada is launching its second "Chairman of the Board for a day" contest. The contest is open to all Canadian residents between the ages of 15 and 19. The grand prize winner will have the privilege of becoming Chairman of the Board of the National Bank of Canada for a day.

Again this year, the contest will be held in three stages and will consist of written and oral competitions. Winners will be chosen by a jury.

CONDITIONS OF ENTRY

In the first stage of the contest, participants send a typed essay of a maximum of three (3) pages to their nearest National Bank of Canada branch, explaining: *"How do you envision an ideal society and what can today's youth do to help achieve it?"* The essays judged the most interesting will be retained and their authors will be invited to meet with the jury for the second stage of the contest: the regional semi-finals of the oral competitions. The regional semi-final winners will then be invited to the Bank's Head Office on June 24 (all expenses paid) to meet with the jury for the final of the oral competitions.

DESCRIPTION OF PRIZES

In addition to becoming Chairman of the Board of the National Bank of Canada for a day, the grand prize winner of the final in Montreal will receive shares of the National Bank of Canada (worth $2,000). Prizes of $1,250 and $650 will also be awarded to the contestants ranking second and third in the final. Winners in the regional semi-finals of the oral competitions will receive $150.

A copy of the contest regulations may be obtained at any National Bank of Canada branch.

CONTEST DATES

The contest opens February 23, 1987 and essays must be received by the Bank *before midnight, April 12, 1987.* An entry form and birth certificate must be enclosed with the essay for the first (written) stage of the contest.

ENTRY FORM

NAME:

ADDRESS:

POSTAL CODE: TELEPHONE

AGE (BIRTH CERTIFICATE REQUIRED): LANGUAGE OF ENTRY:

ADDRESS OF BRANCH TO WHICH YOU ARE SENDING YOUR ESSAY

NATIONAL BANK OF CANADA

CFRE PLAYLIST

MARCH 17 - 24, 1987

LW	TW	ARTIST	ALBUM	LABEL
2	1	Crowded House	Crowded House	Capitol
1	2	The Smithereens	Especially For You	Enigma
6	3	Peter Murphy	Should the World Fail	Vertigo
3	4	New Order	Brotherhood	Polygram
10	5	Style Council	Cost of Loving	Polydor
4	6	*Pursuit of Happiness	I'm An Adult Now	Capitol
19	7	U2	The Joshua Tree	Island
5	8	General Public	Hand to Mouth	IRS
13	9	*Vis-A-Vis	Shadow Play - EP	A&M
16	10	Beastie Boys	Licensed to Ill	Def Jam
8	11	The Pretenders	Get Close	Sire
17	12	Killing Joke	Brighter Than A Thousand Suns	Virgin
14	13	*Rock and Hyde	Under the Volcano	EMI
9	14	Grace Jones	Inside Story	Manhatten
18	15	*Skinny Puppy	Chainsaw	Nettwerk
7	16	The Smiths	Ask - EP	Rough Trade
11	17	*Partland Bros.	Electric Honey	Capitol
15	18	R.E.M.	Life's Rich Pageant	IRS
-	19	Mighty Lemon Drops	Happy Head	Sire
12	20	Hipsway	Hipsway	Phonogram

* denotes Canadian

Listen to the CFRE Top 20 Countdown on Fridays from 1:30 - 3:00 p.m. The CFRE playlist was compiled by DAVE RAVE.

ENTERTAINMENT

ERINDALE'S COMEDIC PLANT NEEDS CHANCE TO GROW

by Myles Chilton

One must feel pity for the stagehands at Erindale's Studio Theatre whose job it is to mop up the litres of vomit, buckets of entrails, and the dozen or so corpses after a performance of **Some Like it Snowy**. But at least these laborers don't occupy the audience's position as collective slop bucket; into which the members of Erindale's ugliest comedy troupe spew their stuff.

What is rained on the audience in full burp is some of the silliest, warped, and thankfully original comedy to be written and performed by an amateur comedy troupe from any institution. At least all the regurgitation concerns the digestive system (sic) and not the mimicking of those who inspire them. (Elements of Monty Python, Second City, and Charles Manson are seen and noted by concerned psychologists).

The evening's sixteen sketches contain satiric chops at things like northern Ontario, religion, politics, the NHL, terrorists, and displays of their strange affection for being silly whilst engaging in this chopping. They also display a wide range of talent, ability, coordination, and methods for juicing a laugh out of a chunk of concrete. There are moments of true hilarity, and some of false hilarity, but the pacing of the show renders it a series of moments: there are times when you can catch up on sleep between jokes.

On the up side of these moments are sketches like "The Angry Young Man", which concerns a young man whose grief over the death of a porcine historical figure named Elvis the King drives him to the type of extreme rebellion Hitler must have practised when he became a pissed-off young madman.

What makes this sketch work is the use of the unseen narrator. This also saves some other sketches, and shows an ability to write some material that is quite funny. The problem is, of course, with combining the funny written stuff with funny acting stuff. Nevertheless, there is a solid base to much of their work.

On the down side are sketches like, well, all of them; "Ernst Zundel's Hometown", in particular. Most of the sketches could be pared by about fifty percent; some others like "The Bus Ride" should be one way. (Get it? Never return. Some like it stupid.)

These faults should be expected from an ambitious group of first-timers, thus prudence dictates that we should be gentle with these tender virgins. Their comedic plant is still growing, but writers Ronnie Brown, Bob Coulter, David Millard, and Paul Welch must resist the temptation to grind it up and smoke it before they write their next show.

Frank Vella and Dave Millard as two priests discussing the relevance of the Eleventh Commandment "Thou shalt not eat cheese", in **Some Like It Snowy.**

photo credit Derrick Hempel

CFRE BRINGS R'N'R TO DUCK

by Andrew Ahonen

The silent Erindale evening was disturbed by the crash bang boom of rock'n'roll as five bands strove for rock stardom in CFRE's second band showcase of the year.

The bands represented a wide variety of talents, tastes, and vociferation. One band was made up of four muscular guys who, musical talents aside, could have probably pummelled any of the other bands senseless.

The audience loved them as their singer proved his abilities were not limited to the microphone as he managed to play the three cords in "Lui Lui" successfully on guitar.

Dirty Deeds, the Toronto nightclub band, was by far the best performer of the night. Pounding out their own version of **AC/DC**, they packed the dance floor with heavy metallers and funksters alike. But, the fact that **Dirty Deeds** are professionals puts them in a different category than the rest of the performers.

Assuming the stage quietly and somewhat meekly, **Late Night** managed to better any of their rivals by performing with integrity. Combining some original music with **Dire Straits** and **Kansas**, **Late Night** may not have always played on time but they did perform with individual talent and sincerity.

THIS WEEK'S UPDATE

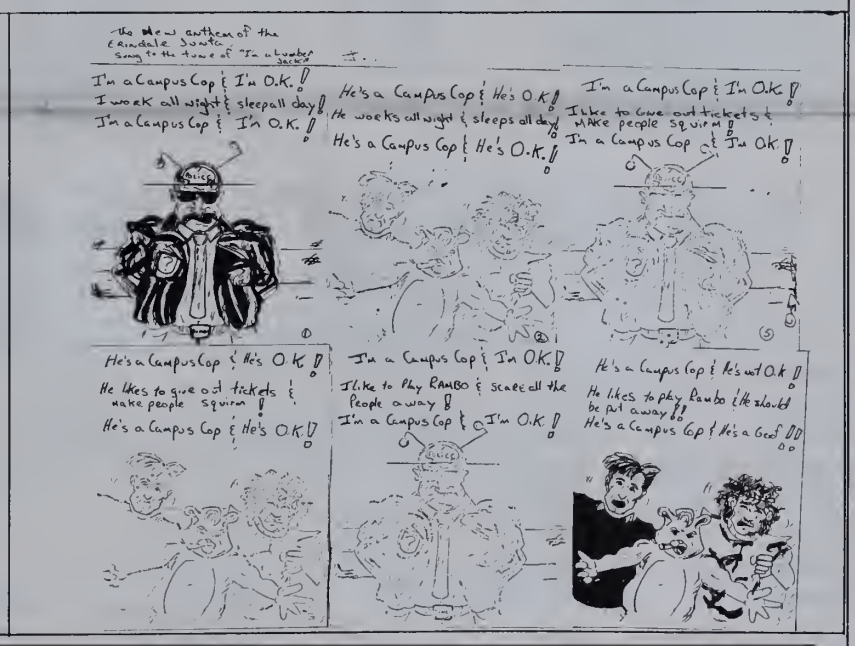
Gary Oldman from **Sid and Nancy**

SAC Free Film - **Sid and Nancy** Thursday, March 25 at 5:00 p.m. in Room 2072

Spring Forward - To April 6th at the Erindale Art Gallery, an exhibit presented by Year 1,2,3 students from the Art & Art History Program

Erindale Studio Theatre presents - **Some Like It Snowy** , Thursday, March 25 and Friday, March 26. Tickets: $3.50, $4 (at door)

MISSING SAUGAS


The New anthem of the Erindale Saints sung to the tune of "In a Jumbo Jacket"
I'm a Campus Cop & I'm O.K.
I work all night & sleep all day
I'm a Campus Cop & I'm O.K.
He's a Campus Cop & He's O.K.
He works all night & sleeps all day
He's a Campus Cop & He's O.K.
I'm a Campus Cop & I'm O.K.
I like to Give out tickets & Make people squirm
He's a Campus Cop & He's O.K.
He likes to give out tickets & make people squirm
He's a Campus Cop & He's O.K.
I'm a Campus Cop & I'm O.K.
I like to Play RAMBO & scare all the People away
He's a Campus Cop & He's not O.K.
He likes to play Rambo & He should be put away
He's a Campus Cop & He's a Good

Available at: New Toronto Surplus

FEATURES

ADVERTISING: ART OF MANIPULATION

by Jimmy Poon

From 1980 to 1985, in just six years, the net advertising revenues of the Canadian media increased by more than two million dollars. However, this vast increase in investment in the advertising industry does not reflect the actual expanding rate of the field.

"I would think that the advertising field is increasing at a very nominal rate," says Richard Bernt Chairman of the *Canadian Media Directors' Council*. "This is because the requirements of people are changing."

Bernt explains that there may be more people involved in statistical and computer work in the advertising business than there were 10 years ago. On the other hand, there are fewer contact people and secretaries being hired by agencies because their jobs are now done by computers. Bernt further points out that any increase in the industry is a very gradual increase.

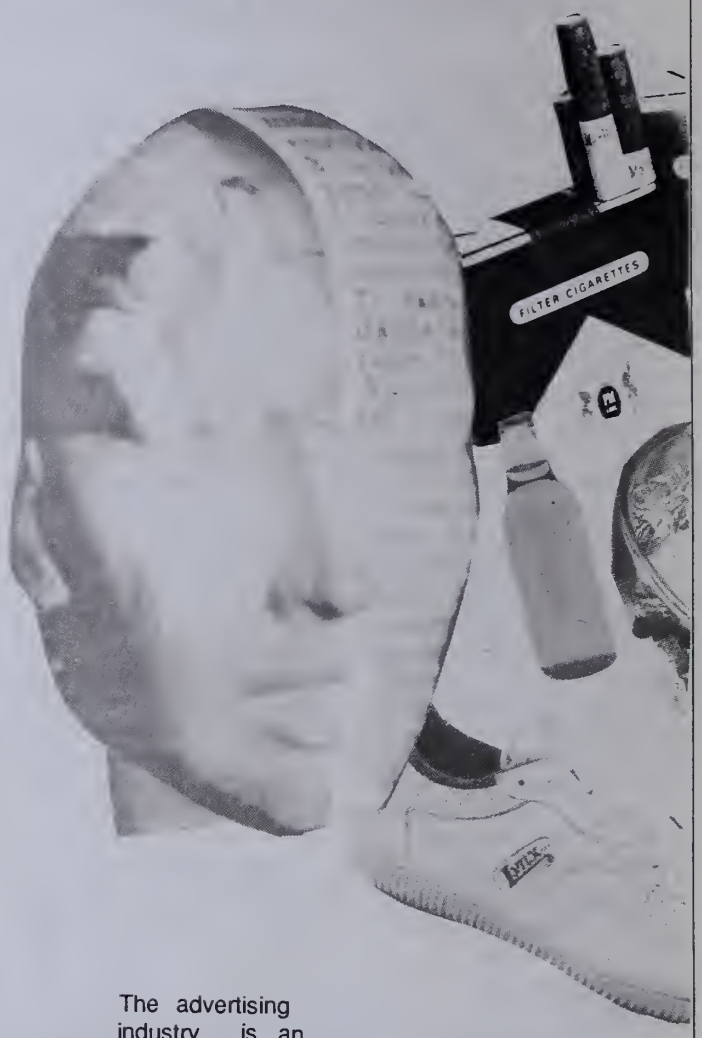
"One of the problems in our field is the fact that we tend to feed from each other. There are not a lot of new people coming in," says Bernt. Bradley Turner, Manager of Marketing of the *Institute of Canadian Advertising (ICA)* agrees in the existence of this problem. "Since senior people have already spent their first few years learning about different things in the business, they do have more experience than junior people." Therefore, according to Turner, it is rather unlikely for people to land a job in an advertising agency straight out from school.

Turner believes that advertising is competitive, challenging, demanding and requires long hours of hard work. Compared to other industries, junior people in the field are often paid less than what they can get in other jobs.

"People who work in the advertising field are more committed than the average because they are sure that they've got the job they want,"says Turner. Bernt also thinks that people in an advertising agency are generally smarter and are more creative. They have a good business sense and are much more current . "These people are dealing with a wide range of people, they have to be current and have a well rounded education," says Bernt.

An advertising agency is basically made up of four major departments. The media department, the creative department, the research department and the accounts department. Each

continued on page 9



The advertising industry is an industry, based on human psychology.

THE HISTORY OF THE ADVERTISING INDUSTRY

by Susen Lee

Have you ever thought of how much money companies like McDonald's spend on advertising each year? Have you noticed how these advertising campaigns influence your lives? Have you thought of how the advertising industry has emerged?

The advertising industry emerged as a result of the growth of a national market place and the increase in demand for consumer goods. With the growth of the mass media, the size of the advertising industry has exploded.

Right from the beginning, advertisers have tried to manipulate the mentality of consumers. Needs which have never been perceived before are often created as a result of good advertising campaigns. Imagination and creativity are the most important factors for the success in the area of advertising.

Albert Lasker, head of an advertising agency in the U.S. in the 1920's, was one of the earliest successful businessmen in this field. His campaign was successful in manipulating the needs of consumers and even changing their lifestyles.

Sunkist Orange Company was one of the early clients of Lasker. At that time, drinking orange juice was not a habit of most people. Lasker's campaign successfully illustrated the nutritional value of orange juice. Most important of all was that Lasker was able to link breakfasts with orange juice. His campaign successfully conveyed the idea that no one could have breakfast without orange juice.

Another example of how early advertisers managed to manipulate the psychology of consumers was the advertising campaign for Lucky Strike cigarettes.

In the 1920's, "Camel" was the favorite cigarette brand among male smokers. When Lucky Strike came to the market, George W. Hill, an important advertiser at that time, launched a very successful advertising campaign for Lucky Strike.

Hill saw the potential of attracting female cigarette smokers. The problem for Hill was that it was not considered proper for females to smoke. George W. Hill managed to convince a lot of females that they should give up sweets for cigarettes and they would be able to stay slim and pretty.

Hill and Laskers were only two of a whole group of people who tried to build an industry, based on human psychology. The advertising industry is also one example of the whole service sector that has been gaining importance in our society. It illustrates the kind of dynamics that is embedded in our society and has started to influence the lives of nearly all men.

FEATURES

THE COMPETITIVE ADVERTISING INDUSTRY

continued from page 8

department plays a different role in developing advertisements for their clients.

The accounts group is responsible for dealing with the client and overseeing the whole process of developing an advertisement. The creative group designs the artwork and the actual content of the advertisement . The creative group also has to keep up with the advertising objectives developed by the research group, which provides basic marketing information. The media group plans placement of advertisment and suggests how the clients can spend their money.

"People who work in the advertising field are more committed than the average because they are sure that they've got the job they want."

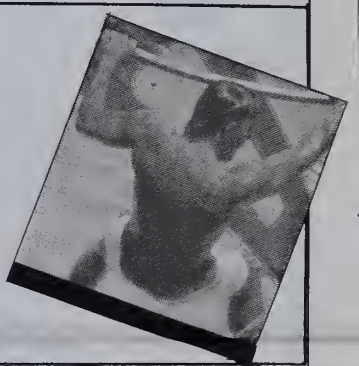
Since employees in the advertising industry have to deal constantly with people in the client company and people within the advertising agency, good communication and social skills are important. "Advertising is very much team work, people work together to get the ad developed," says Turner.

The biggest change in advertising for the last ten years, according to Bernt, is the increase in the popularity of television. "An average person watches seven hours of T.V.a day," says Bernt. "Besides, some of the radio and television programmes are now programmed for a specific audience. The media is becoming more personal." This change provides the advertising industry with specific target groups.

"One of the problems in our field is the fact that we tend to feed from each other."

Bernt thinks that the advertising industry nowadays is as competitive as yesterday. "Advertising has always been competitive. It's a very competitive business," concludes Bernt.

Look out for the *"Summer Activities"* Features Package next week



OSAP improved for 1987!

The funding allocated to the Ontario Student Assistance Program (OSAP) for the 1987-88 academic year has been increased by 17%.

What are the major changes?

- increased living allowances;
- smaller contributions from parents;
- a special grant package for sole-support parents;
- increased grants for single independent students;
- increased funding for the Ontario Special Bursary and Work Study programs;
- interest relief on provincial loans.

What do the changes mean to me?

- increase in average grant assistance;
- larger grants mean smaller loans and a reduced debt when you graduate.

Where can I get more details?

Contact your financial aid office on campus.

How do I apply?

OSAP applications for the 1987-88 academic year will be available from the financial aid office of your college or university in early April.

Ministry of Colleges and Universities
Ontario

Hon. Gregory Sorbara, Minister
Alan K. Adlington, Deputy Minister

OSAP

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To all my beloved Lords, Fools and Wenches,

A million thanks for all your work on the Feast. (Next time, let's learn the tunes, eh Kath, Perry?)

Thanks and Drink Ale,
Jenny "Brandy" Guest

medium II calendar

27 March, 10 -4 - Polls open for the General Staff to vote for the 1987/88 Editorial Board.
These people are eligible to vote:

Andrew Ahonen	Nadine Humphreys	John McMurray
Denise Barnard	Stuart Hunter	Glenn Moore
Amy Bryan	Anthony Koves	Jimmy Poon
Carl Cavannah	Susen Lee	Steve Satchel
Myles Chilton	Nolan Machan	Bruce Seago
Jason Docherty	Maria Madamba	Lystra Singh
Trevor Finkbiner	Ross Marsh	Calvin Scott
Derrick Hempal	Laura McCormick	Andrea Tavchar

27 March, 5 - Deadline for nominations for ***medium II*** Board of Directors for 1987/88. Applications are available in the Press Box.
30 March, 12:30 - Board of Directors All Candidates Meeting
6 April, 10-4 - General Staff Meeting to vote on medium II Constitutional amendments.
Constitutions are available in the Press Box and the Library.
7 April, 10-4 - Polls open for all full time students to elect the 1987/88 medium II Board of Directors.

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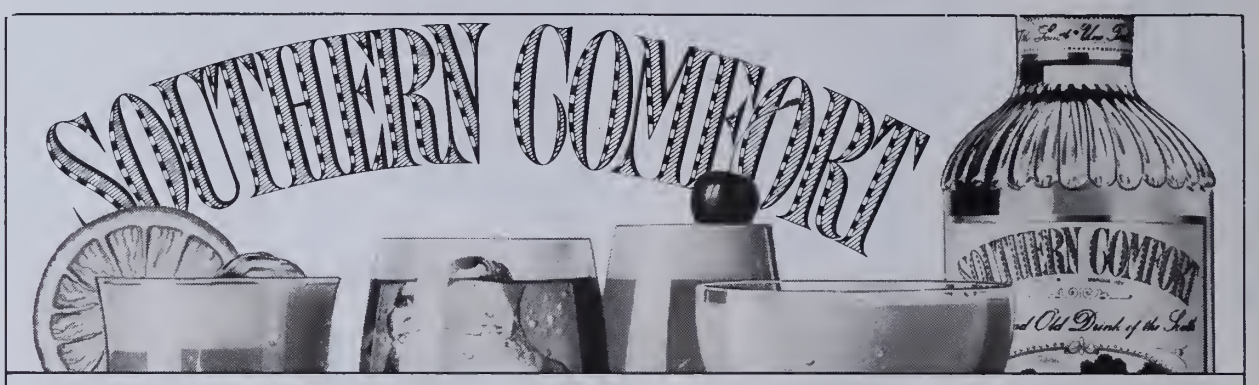

ECSU

Erindale College Student Union

University of Toronto

Mississauga, Ontario L5L1C6 (416)828-5249

Congrats!

TO THE NEW 1987/88 ERINDALE COLLEGE STUDENT UNION

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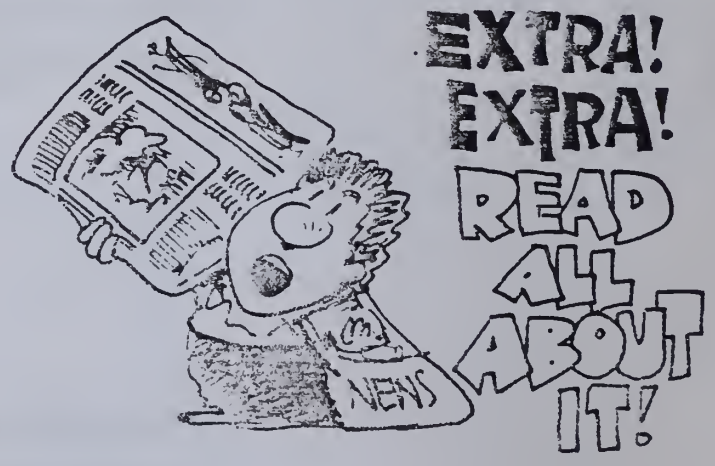
Vice President Finance: JOHNNY CUIFO
Vice President Administration: STAN YEP
Media Director: KRISTIN HONEY
External Director: SHELLEY ARNOTT
Social Director:STACEY KEMP
Cultural Director: BRIAN LACY
Community Relations Director: PERRY MEEKER
Assistant Finance Director: SUZANNE GILL
Communications & Employment Director: MEREDITH STRONG
Academic Director: JILL WATSON

TO THE NEW 1987/88 SAC DIRECTORS

SHELLEY ARNOTT
AL SMITH
JOHN ERIKSON
CHARLES MASSEY
KHRIS CAVANAGH
ANGELA KIM
JIM CLEAVE



ECSU Fee Referendum:
Yes: 46%
No: 54%
Therefore there will be no incidental fee increase for the 1987/88 year.

SAC President: ELLEN LADOWSKY
SAC Vice President: CRAIG PINNOCK

SPORTS

PLAY-OFFS: AND THEN THERE WERE FOUR

by Bruce Seago and Glenn Moore

In a game that was to set the tone for the week, Soon to Be Dropouts continued their winning ways as they squeaked by Member's Only, 6-4. In this action packed contest, STBD jumped out to a quick 4-0 lead in the first half. Goal scorers were John Nigre, Frank Lovett, John Kajun and Stive Farranato. Member's Only got on the board late in the first half with a goal by Barry Brdar.

The second half was a completely different story as the Member's rattled off three straight goals. Rob Giggins started the comeback and Barry Brdar finished with a pair for the hat trick. But with a minute remaining in the game Stive Farranato picked off an errant pass and scored on the ensuing breakaway, to end the hopes of Member's Only. Glen MacKenzie scored an empty net goal to round out the scoring.

The next game had the Wingnuts continuing to roll through the play-offs as they tamed the Animals, 9-4. The Wingnuts controlled the play throughout the game and the Animals were never really in it. Leading the Wingnuts were Greg Veinpel and Dino Mavrou with a hat trick each and Willi Thumer tallied with a pair while Bill Wilson rounded out the scoring. Scott Kay and Ross Park divided the Animal scoring evenly with two each.

Continuing in the tone set by the first game, the next two games went into overtime.

In the first overtime game, Meat & Co. and the Stallions had to go to a shoot-out with Brett Sanderson notching the winning goal.

At the end of the first half the Stallions had jumped out to a surprising 3-1 lead on goals by A. Siracusa, A. Laudari and J. Petrucci. Bill Bolland had the lone marker for Meat.

The second half saw Meat & Co. come storming back. In the first minute Carl Strychaluk got Meat & Co. rolling but V. Evangelisia replied for the Stallions. Bill Bolland notched his second goal then Stu Taube tied the score with less than three minutes remaining.

After a scoreless five-minute overtime, the teams prepared for a shoot-out. Carl Strychaluk and M. Berardi were both the first shooters for their respective teams and both were unsuccessful. And, after J. Petrucci missed, Brett Sanderson popped in the winner to make the final 5-4.

Again following in the overtime mould, the Raiders defeated the Rez Wings, 4-3.

The Raiders opened the scoring on a goal by Steve Fair. But John Lindsay quickly replied for the Rez Wings. Mike Kalapaca put the Raiders back on top, then the Rez Wings Jeff Clarke and Hugh Bancroft both scored to put the Wings up 3-2 in this see-saw affair. Dennis Power then evened the score for the Raiders to carry the game into overtime. Steve Yakimoff then proceeded to lift a shot into the top corner past Larry Tyndall, who had a strong game, for the overtime victory.

If this week was any indication of upcoming action, the fans are in for some fine hockey. The next round pits the born-again Wingnuts against Soon To Be Dropouts and has Meat & Co. facing off against the Raiders in a best two-out-of-three series.

LILLIES EVEN FINALS

by Glenn Moore

The Erindale Water Lillies forced the Interfaculty waterpolo finals to a third and final game by beating Scarborough, 15-8.

The win evens the best-of-three series at one game apiece.

Erindale ruled the waves from the outset of the game. Quick breaks and a very stingy defense enabled Erindale to roll up the goals at the opposing end of the pool. Amanda Darwood led the way with five goals. Rookie Tim Thirston played superbly on both offense and defense, and notched four goals of his own. Marc Guldner netted three, Glenn Moore bagged a pair and Danielle Hurst collected a single to round out the scoring. Tom Wloka made some fine stops in the net to keep Erindale in the game.

Earlier in the week an overconfident Water Lilly squad turned in a lacklustre performance and dropped the opening game 11-10 to Scarborough.

In post-game interviews none of the team members were happy with their performances. Marc Guldner had this to say "I havent' swam this bad since mom took away my water wings". Dean Fox then proceeded to compare his swimming ability to a submarine with a screen door.

Besides this, the Water Lillies did manage to score with Amanda Darwood scoring three. Netting a pair each were Danielle Hurst, Glenn Moore and Marc Guldner. Rookie Tim Thirston added a single.

INELIGIBILITY RULES CLOUDY

The Interfaculty Rules Committee continued to show a one-sided opinion to its rules and policies last week.

The Committee is making it ever more apparent that the more Erindale tries to follow these rules, the more these rules are bent to accommodate other teams.

Last week St. Mike's got off without any penalty for using an ineligible player throughout the entire Men's Division I basketball season. The player in question was suspended from further play, but the games in which he participated, remained unchanged. The penalty for using an ineligible player is the immediate forfeit of all games in which this person participated in.

To further the Committee's total disregard for the rules was an incident that involved Erindale's Division II hockey team.

Due to a lack of players, through injuries and school commitments, the hockey team exercised the "emergency replacement" rule. This rule basically stipulates that a team short on players during the play-offs can sign-on a player that was not officially signed with them during the regular season.

Erindale in their decision to follow the rule as it is stated, chose Mike Kalapaca as their replacement. Mr. Kalapaca seemed the most logical choice due to the fact he started the season with the team but was unable to finish.

The ensuing game against Law saw Erindale trounce them in a two-game total goal series.

Law filed a protest that Mr. Kalapaca should be deemed ineligible. This protest was unbelievably upheld by the Interfaculty Rules Committee. So, Mr. Kalapaca was deemed ineligible and the game had to be replayed.

It is becoming ever so apparent that the Committee is holding a double standard when it comes to enforcing the rules.

In a conversation with Athletic Executive John Robb, he stressed Erindale's dedication to following these rules in all sports, and found the Committee's decisions disquieting.

Though, with the protest, the hockey team went on to win the replay game 6-3 and advance to the finals against Scarborough.

E.C.A.R.A. COUNCIL FOR 1987/88

President and Women's Interfaculty Representative

Lisa Lachance

Vice-President and Men's Interfaculty Representative
Mark Godfrey

Men's Intramural Representative
Marc Guldner

Women's Intramural Representative and Co-ed Rep.
Helen Kim
Instructional Representative
Esther Somogyi

Men's Student Body Representative
Derrick Hempel

Women's Student Body Representative
Lynda Bedard

Club Representative
John Tartaglia

Erindale Representative to U of T Athletic Council
Malcolm MacIver

NEWS

medium II Literary Supplement

Poetry

Short Stories

(up to 1500 words)

In the April 7 edition
Deadline for submissions:Tuesday March 31

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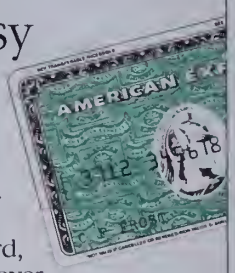

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SPACE REPORT

continued from page 5

their space problems to AD 2005. The athletic department also needs space for a pool and another gymnasium. These are more long-range needs, according to "Space and Place".

"Shortage of space is widespread", the report states. Study space, athletic facilities, the Erindale Theatre, and office space are all inadequate at the College. The report also recommends that a Student Centre (1,700 NASM) should also be created.

"According to current COU standards, the campus is deficient by about 4,000 NASM", the report says.

SCHOLAR

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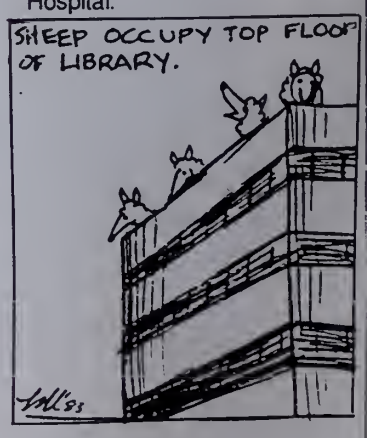
Mr. Raha's current area of research is molecular neurobiology. He is studying how nerve and muscle cells develop the ability to conduct electrical impulses, particularly at the very early stages of differentiation.

Mr. Raha's approach is to use recombinant DNA techniques to identify the proteins that regulate this process.

Dr. Paul Horgen, Chairman of the Biology Executive Committee, gave the $1,000 scholarship cheque to Dr. Abe Guha, son of the late Arabinda Guha, who presented the award to Mr. Raha. Dr. Abe Guha received his undergraduate training in the biology programme at Erindale. He is presently a resident neurosurgeon at St. Michael's Hospital.



Graphic/Varsity